



OCBA Board of Directors Meeting

Monday, March 12, 2018. 8:30 a.m. Gaffer's

Called to order 8:37

BOARD MEMBERS IN ATTENDANCE:

Rudy Austin (dep. 9:23)

Justin LeBlanc

Wayne Clark

Ashley Harrell

Sharon Brodisch

John Giagu

Martha Garrish

Chip Stevens (arr. 8:43)

Helena Stevens - Travel and Tourism Director

Kathryn Waldrop - Administrative Assistant

Minutes: A **motion** to approve the minutes of the February 12 meeting was made by Justin and seconded by Rudy. Motion approved and carried.

OCBA Budget Alterations:

It was discussed in March 10, 2018 OCBA meeting that Items be moved into a one-time investment for the 2018/19 Occupancy Tax request. Line items include: Pirate festival, a spring/fall event, office equipment investment, and island Christmas decorations, for a total of \$52,000. Rudy Austin made a **motion** to move forward with a one-time investment request to the Occupancy Tax Board. Chip Stevens seconded the motion. Motion approved and carried.

Occupancy Tax Board Presentation:

Wayne Clark proposed board members speak individually with Occupancy Tax Board members after Bob Chestnut grants permission to do so.

Rudy Austin and Wayne Clark to speak with Bob Chestnut to get permission to approach the other Occupancy Tax board members. Plans were made for John Giagu to speak to Byron Miller, Sharon Brodisch to speak to Trudy Austin, Martha Garrish to speak to Stephanie O'Neal and Justin LeBlanc to speak with Nancy Leach. The goal of the communication is to review and explain the OCBA budget in detail. Chip Stevens to email Pirate festival letter this afternoon to be included in Occupancy Tax packet.

Occupancy Tax Draw

There was concern that the OCBA has yet to receive money that was approved by the Occupancy Tax board that was approved in January, 2018.

Passenger Ferry

Helena Stevens shared that the Ferry Division is working with VisitNC to sell video spots on the sound side ferries as well as the passenger ferry. There are 3-5 slots available at \$3,000 per partner.

Letter to Ocracoke Non-Profits for Small Grants

Justin LeBlanc emailed a draft letter to the OCBA board, clarifying that requests to OCBA by non-profits should be less than \$1,000 and need to be made when the request can not wait for the OCC Tax cycle. Finally, a majority vote of the board can waive these rules on a case-by-case basis. Wayne proposed that Rudy Austin speak to Scott Bradley about requesting money in advance for 2019 Waterfowl Festival to the Occupancy Tax Board. The OCBA agreed to fund the money for this year's event at the March 10, 2018 meeting.

Letter for "Meeting of the Chairs"

Justin LeBlanc to draft a letter to send to Ocracoke's non-profits and other organizations to request a "meeting of the chairs". The goal is to share information so each board can have a sense of what is being done amongst the other organizations.

Water Tower Mural

Justin LeBlanc sent a letter to the Water Tower Board about having the water tower become an aesthetic attraction. Justin spoke with Scott Bradley and he mentioned he was enthusiastic about the idea. The painters currently working on the tower do not do aesthetic work. Scott Bradley is unaware of funding sources for this type of project. Justin suggested planning a meeting between the OCBA and the water tower board in the next few months to discuss opportunities to work together and finding grant sources.

Storage Shed

John Giagu suggested that once the Island Inn property is secured, the maintenance building in the back of the hotel can be used for storage. Timeline for this is in 2019.

Advertising Committee Member

Helena suggested Ann Warner as a potential addition to the OCBA Advertising Committee. Helena to contact Ann.

Secretary Position

The OCBA needs a Board member replacement. Ashley to reach out to Phoebe Kot and see if she would be interested in the position.

Bookkeeping Position: John Giagu spoke to CPA, Gary Davis, who is interested in the bookkeeping position. John to discuss the job further with him. A Job announcement needs to

be created and posted for the position. Candidate needs strong Quickbooks knowledge. The board agreed to wait until budget approval before moving forward.

Minutes/Action items

Wayne proposes that board meeting minutes be sent out within 5 days of the meeting. For contributors, board approved meeting minutes could be sent out via email, posted on the visitocracokenc.com website, or in Growthzone. There is a possibility that the OTTDA will need their minutes posted as well.

OCBA Mixer/Social Hour Approval

Event to be postponed to May. Need approval of Occupancy Tax request first before we set a date for the mixer. There will be an overview budget presentation at the mixer.

Kingfish Cup Tournament

Brant McMullen, owner of Ocean Isle Marina, works with Ashley Harrell on the Kingfish Cup Tournament. The date of the tournament is November 1-4, 2018. The group plans to stay October 29th - November 5th. There are 30 teams, 4 people per team and their families. Last year they raised \$2,000 for the school and their various clubs. The Kingfish Cup Tournament requested \$2,000 to offset costs. Ashley will request their budget, and to see if there are marketing opportunities available for the OCBA.

Walking Map

Maps are printing today, March 12, 2018 and will be delivered in the next few days. The walking maps will be stored at Helena Stevens residence.

Meeting adjourned 9:30am.